

**Program: TYBMS – SEM – V – (ATKT)**

**Sample MCQs**

Choose the correct alternative from the given options.

**SUBJECT: Logistics & Supply Chain Management**

1. Following is not a part of Logistics Performance Cycle
  - a) Physical Distribution
  - b) Procurement
  - c) Manufacturing
  - d) Product Life Cycle
  
2. \_\_\_\_\_ is a Qualitative Technique of forecasting
  - a) Delphi Method
  - b) Moving Average
  - c) Time Series
  - d) Graphical Method
  
3. Following is not a component of warehouse
  - a) Space
  - b) People
  - c) Location
  - d) Equipment
  
4. \_\_\_\_\_ measures whether a unit of work was done correctly and on time
  - a) Efficiency
  - b) Productivity
  - c) Timeliness
  - d) Orderliness
  
5. Gift baskets are example of which kind of packaging
  - a) Primary
  - b) Secondary
  - c) Decorative
  - d) Transport

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### Sample MCQs

Choose the correct alternative from the given options.

#### **Subject: Corporate Communication & Public Relations**

1. This one tool is not a type of Wireless communication technology?
  - a) Satellite
  - b) Bluetooth Technology
  - c) Telephone (Landline)
  - d) WI-FI
2. Corporate communications helps an organization achieve?
  - a) Builds connection with its employees and stakeholder
  - b) Achieve profits
  - c) Global Diversification
  - d) Maintain relations with Government
3. Which of the below is not a Social Media tool in Public Relations?
  - a) Facebook
  - b) Instagram
  - c) Twitter
  - d) Newspaper
4. Which one of these is not a feature of Corporate Identity?
  - a) Sense of Belongingness
  - b) Crisis Situation
  - c) Recognition and Visibility
  - d) Tangible Qualities
5. Which one of the following relationships is Corporate Communications important?
  - a) Employers and Employees
  - b) Companies and Government
  - c) Government and Public
  - d) Tangible Qualities

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Choose the correct alternative from the given options.

**FINANCE ELECTIVE**

**Subject: Investment Analysis & Portfolio Management**

1. The expected Return of Security X is  $= \bar{R} =$  \_\_\_\_\_ when past return of it for last 5 years are 15%, 7%, -8%, 16%, & 22%
  - A) 10.4%
  - B) 11.4%
  - C) 12.4%
  - D) 9.4%
  
- 2) If HPR(%) = 78.56% for a period of 3 years then its Annualised Return(%)=AR(%)= \_\_\_\_\_
  - A) 52.54%
  - B) 26.19%
  - C) 79.11%
  - D) 45.34%
  
- 3) If Variance of Security Y is = 3844% then its standard deviation= $\sigma =$  \_\_\_\_\_ %
  - A) 65%
  - B) 76%
  - C) 62%
  - D) 58%
  
- 4) \_\_\_\_\_ involves those risks that are applicable to the entire economy and entire market
  - A) Business Risk
  - B) Market risk
  - C) Interest risk
  - D) Systematic Risk
  
- 5) The \_\_\_\_\_ is a model that describes the relationship between risk and expected return of a security
  - A) Elliott wave theory
  - B) Dow Jones theory
  - C) Efficient market theory
  - D) C.A.P.M. theory

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**Sample MCQs**

Choose the correct alternative from the given options.

**Subject: Financial Accounting**

Q.1) Choose the correct alternative from the given options.

1. \_\_\_\_\_ does not appear under the head “unsecured loans” in the balance sheet of the company
  - a) General reserve
  - b) Sinking fund
  - c) Unclaimed dividend
  - d) Security premium
2. Dividend received for pre-acquisition period is \_\_\_\_\_ from cost of shares.
  - a) Reduced
  - b) Added
  - c) No effect
  - d) Valued
3. The \_\_\_\_\_ stage in ethical education is concerned with ethical behavior.
  - a) Initial
  - b) Middle
  - c) Final
  - d) Later
4. Foreign currency is a currency \_\_\_\_\_.
  - a) Used in recording the foreign transaction
  - b) Used in presenting the foreign financial statements
  - c) Other than the reporting currency of an enterprise
  - d) Other than the Indian rupees
5. According to the Companies Act the underwriting commission on shares should not exceed \_\_\_\_\_.
  - a) 5%
  - b) 2.5%
  - c) 10%
  - d) 1%

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Choose the correct alternative from the given options.

#### Subject: Risk Management

1. In Internal control, what is the Balancing of Leger balances check called?
  - a. Separation of Duties
  - b. Documentation
  - c. Trail Balance
  - d. Reconciliation
  
2. In a futures contract, at the end of each trading day, the margin account is adjusted to reflect the daily gain or loss. What is the process called?
  - a. Initial margin.
  - b. Margin call.
  - c. Mark to market.
  - d. Variation margin
  
3. In a futures contract, who has to pay the margin?
  - a. Buyer
  - b. Seller
  - c. **Both Buyer and Seller**
  - d. Broker
  
4. What is the Second line of defense for an organization?
  - a. Operational Management
  - b. Risk Management and Compliance
  - c. Internal Audit
  - d. Regulatory Audit
  
5. Which of the following is not used by Actuary to determine premium rates for insurance policies?
  - a. Time Value of Money
  - b. Competition and expected returns
  - c. The rate base
  - d. Inflation

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**Sample MCQs**

Choose the correct alternative from the given options.

**Subject: Direct Taxes**

1. The Income Tax Act, 1961 has 298 \_\_\_\_\_
  - A) Sub section
  - B) Clauses
  - C) Section
  - D) Sub clauses
  
2. Gross tax liability is calculated on \_\_\_\_\_
  - A) Income
  - B) Salary
  - C) Gross taxable income
  - D) Net taxable income
  
3. Entertainment allowances is deductible to the extent of Rs 5,000 for \_\_\_\_\_
  - A) Mr. Rajan employee of Tata consultancy service
  - B) Mr. Rajan employee of Opera house theater
  - C) Mr. Rajan employee of Government undertaking company
  - D) Mr. Rajan employee of Badshah cold drink house
  
4. Which Asset is not treated as Capital Asset for Capital Gain calculation \_\_\_\_\_
  - A) motor car for business use
  - B) House property
  - C) Jewellery
  - D) Plant & machinery held as stock
  
5. The Quantum of deduction available Rs 1,25,000 u/s 80U is to a person with disability of \_\_\_\_\_
  - A) 30% or more
  - B) 80% or more
  - C) 40% or more
  - D) 25% or more

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**Sample MCQs**

Choose the correct alternative from the given options.

**MARKETING ELECTIVE**

**SUBJECT: Services Marketing**

Q1 Model of service Quality GAPS developed by :

- a. Philip Kotler
- b. Parasuraman
- c. Marshall
- d. C. Lovelock

Q2 Which one of the following dimension is the part of SERVQUAL model.

- a. Responsiveness
- b. Care taking
- c. Online booking
- d. Exception

Q3 The gap between desired service and adequate service is known as:

- a. Zone of Complete service
- b. Line of internal interaction
- c. Line of interaction
- d. Zone of tolerance

Q4 The demand for services are highly:

- a. Volatile in nature
- b. Stable in nature
- c. Low in nature
- d. Mediocre

Q5 Identify the GAP 1 from the following:

- a. Service quality specification and service delivery gap
- b. Customer expectation and Management perception
- c. Management perception and service quality expectation**
- d. Service delivery and external communication

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Choose the correct alternative from the given options.

**Subject: E-Commerce & Digital Marketing**

1. E-delivery includes \_\_\_\_\_ delivery of goods and rendering services.
  - a. Electronic
  - b. Manual
  - c. Physical
  - d. Shipment
2. \_\_\_\_\_ Business model has both online and offline presence.
  - a. Bricks & Mortar
  - b. Bricks & Clicks
  - c. Pure Play
  - d. Retail Outlet
3. Instagram uses \_\_\_\_\_ marketing.
  - a. Influencer
  - b. Banner
  - c. Hoarding
  - d. Out of Home
4. \_\_\_\_\_ is not a social media website.
  - a. Facebook
  - b. Twitter
  - c. Zara
  - d. LinkedIn
5. \_\_\_\_\_ app provides E-learning.
  - a. Byjus
  - b. Facebook
  - c. Zara
  - d. Samsung



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**Subject: Sales & Distribution Management**

1. Sales orientation focuses on \_\_\_\_\_
  - a. Customers
  - b. Production
  - c. Promotion
  - d. Finance
  
2. Product based structure is suitable for company selling \_\_\_\_\_ products.
  - a. Technical
  - b. Regular
  - c. General
  - d. low prize
  
3. \_\_\_\_\_ is a quantitative sales marketing technique.
  - a. Delphi Technique
  - b. Trend Analysis
  - c. Jury Opinion
  - d. Consumer survey
  
4. \_\_\_\_\_ consists of making initial contact with prospect in selling process.
  - a. Pre approach
  - b. Approach
  - c. Prospecting
  - d. Follow up
  
5. \_\_\_\_\_ is not an instrument of channel control.
  - a. Contract and agreements
  - b. Budget and reports
  - c. Distribution Audit
  - d. Meetings

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**Sample MCQs**

**Choose the correct alternative from the given options.**

**Subject: Customer Relationship Management**

1. The method used to assess real cost of providing services to an individual customer is
  - a) Cost based accounting
  - b) Activity based accounting
  - c) Turnover based accounting
  - d) Price based accounting
  
2. \_\_\_\_\_ exerts the broadest and deepest influence on buying behavior.
  - a) Social factors
  - b) International factors
  - c) Personal factors
  - d) Cultural factors
  
3. Process of manage information about customers to maximize loyalty is said to be
  - a) company relationship management
  - b) supplier management
  - c) retailers management
  - d) customer relationship management
  
4. In buyer decision process, percentage of potential customers in a given target market is called
  - a) customer funnel
  - b) company funnel
  - c) marketing funnel
  - d) retailers funnel
  
5. Aggregate value of customer's base is classified as
  - a) shareholder value
  - b) base value
  - c) retention value
  - d) marketers base value

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